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Alteryx Use Cases for Disney Cruise and Vacation Club




Shoreside
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USE CASE:

Employee Survey Analysis

INDUSTRY PAIN POINT

70% of employees say **their sense of purpose is defined by work,** and only “15 percent of frontline managers and frontline employees”* said they were living their purpose at work.

[1] https://www.mckinsey.com/business-functions/people-and-organizational-performance/our-insights/help-your-employees-find-purpose-or-watch-them-leave

Use Case Pain Point

Unlocking value and insight from employee surveys is often a time-consuming process and can limit how much beneficial change companies can enact. This manual process can take approximately one month after survey results are available to generate the different insights packages.

Benefit

Success is measured in increased efficiency. By removing the manual process, we will save approximately 320 man-hours of work per year or $40,000 per year in efficiency savings. *
The quality of insights and consistency of information has an immeasurable value.

*from previous use case with a cruise line customer

RELATED SOLUTIONS

Use Case Navigator: Employee NPS Survey

Solution

Alteryx Auto Insights allows you to deliver survey insights in hours instead of weeks. This allows leadership to act more effectively on the information received.
Executive Leaders now can drill into their respective businesses and see what areas are driving employee feedback as needed.

Generative AI use case: Share summaries with executive leaders by automatically generating personalized emails and PowerPoint presentations.

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USE CASE:

HR Recruiting, Attrition, and Retention

INDUSTRY PAIN POINT

Experts expect 35% of US employees will leave their employers to seek opportunities elsewhere in 2023, and almost every country is expected to see job **shortages by 2030.**



[1] https://www.yahoo.com/now/employee-retention-takes-importance-demographics-192000458.html

[2] https://www.iberglobal.com/files/The_Global_Workforce_Crisis_bcg.pdf

PEOPLE OPERATIONS

Use Case Pain Point

As competition increases for limited positions, companies will need to identify the key reasons employees choose to leave and predict what will draw potential employees to them

Benefit

Being able to identify attrition risk at an employee level helps identify where the interventions should be made to prevent regrettable turnover. Predicting attrition helps on the talent attraction and succession planning front, as the information helps the organization reduce lag time for backfills and strengthen succession planning in necessary areas.

•Reduce costs associated with backfill salary upcharge, hiring costs, and loss of productivity.

•Strengthen succession plans by identifying any successors/nominees with high attrition risk.

Solution

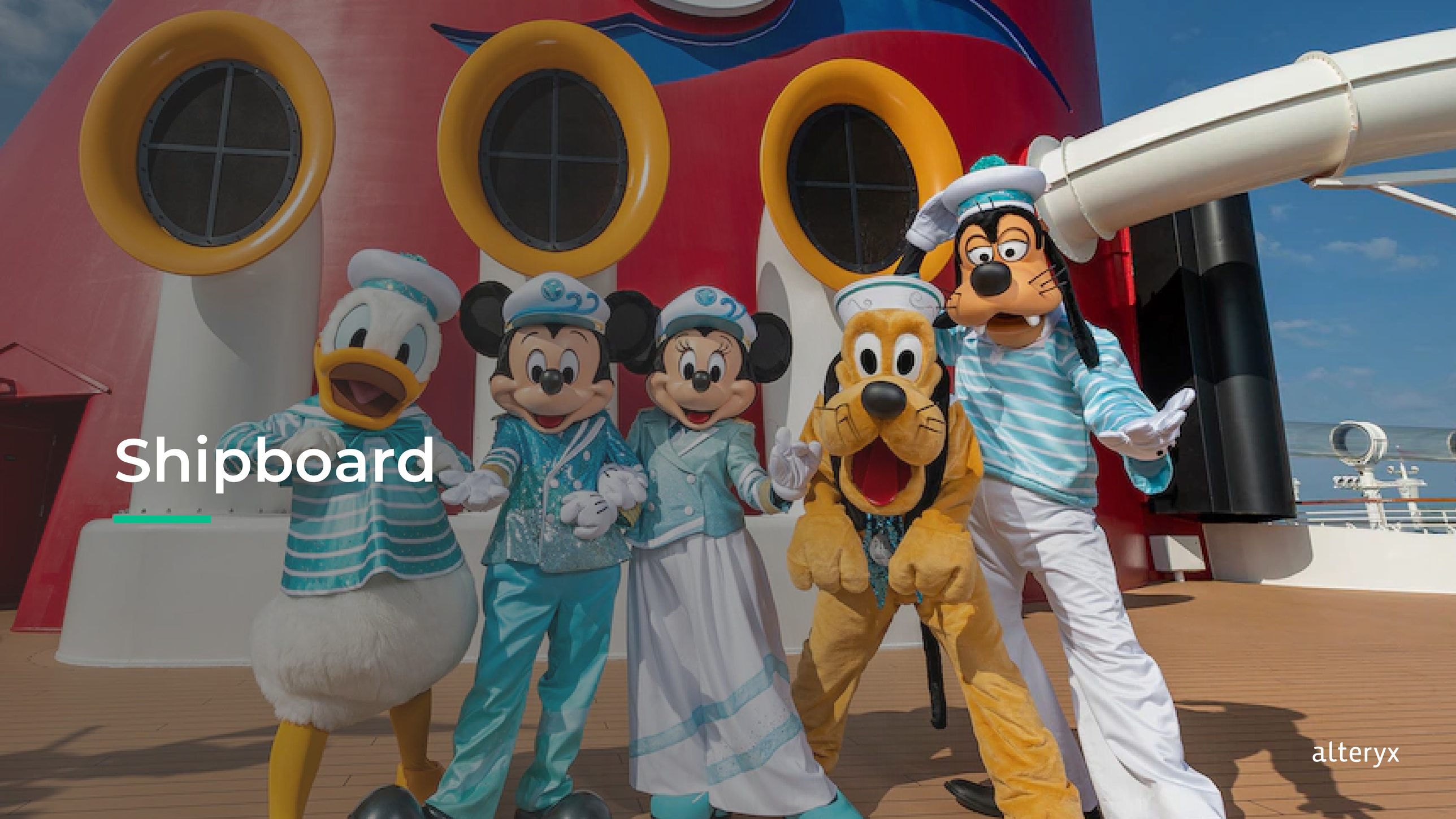
Anyone can build machine learning models with Alteryx Machine Learning that provide predictive options for company programs and initiatives using the fully-guided, no-code machine learning platform from Alteryx. Use a Random Forest Classifier, and we are including historical records (actives + terms) from at least one year forward. Include survey participation and additional behavior-focused data points in the next iteration.*

*from previous use case with a cruise line customer

RELATED SOLUTIONS

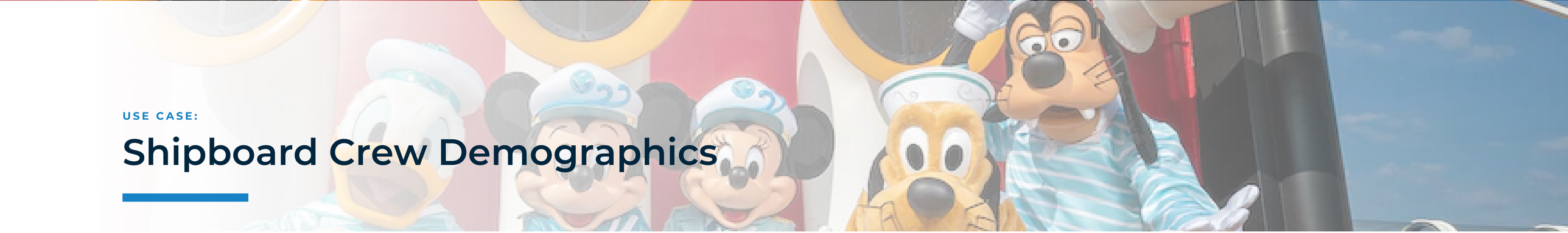
Use Case Navigator: Workforce Simulation

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Shipboard

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USE CASE:

Shipboard Crew Demographics

INDUSTRY PAIN POINT

"**Roughly 57%** of employees feel their company can be doing more. **And 41%** of managers admit to being "too busy" to implement diversity inclusion programs."*

https://www.forbes.com/sites/ashleystahl/2021/12/17/3-benefits-of-diversity-in-the-workplace/?sh=700363b222ed

Use Case Pain Point

Cruise line companies struggle to obtain accurate and diverse crew demographics due to factors such as the global workforce, high turnover, contractual arrangements, privacy concerns, limited data access, language barriers, logistical constraints, and a lack of incentive.
A cruise line customer shared that the time it takes to significantly impact any demographic mix of our crew is significant. For example, it would likely take us 1-2 year to move the needle on more females onboard our ships."

Benefit

By applying analytics, the goal is to equitably distribute the impact gender mix percentage, nationality distribution, tenure mix percentage, etc.
Thorough understanding of this reduces risk as it can help identify dependencies of specific demographics and allows for better planning.

Solution

The initiative to utilize core HR data for shipboard employees is crucial for making informed decisions, promoting agility, and ensuring the well-being of the workforce. The plan involves consistent updates of the dataset, potential inclusion of new data fields, and sharing insights with leadership for strategic mission development.
Generative AI use case: streamlines communication with executives through automated email and presentation generation. This approach enhances responsiveness, efficiency, and transparency while enabling data-driven decisions that align with organizational goals.



USE CASE:

No-Show Crew Member Predictive Model

INDUSTRY PAIN POINT

"unscheduled absences have, on average, a productivity loss of 36.6%.

*https://www.shrm.org/hr-today/news/hr-magazine/documents/kronos_us_executive_summary_final.pdf

Use Case Pain Point

It costs an avg of $800-$1200 per crew member no show, close to 3,000 hours spent for initial scheduling and rescheduling of 6000 no-shows per year (Assuming it takes 15 mins to make every schedule)

Data completeness and reason for no-show also creates issues. Some customers have seen over 50% of no-shows have blank reason.

Benefit

A cruise line customer has seen 50% reduction in no-show with an estimated savings of $2.7M

- Reduce cost related to last minute bookings (backfill/replacement crew)
- Mitigate contract extensions related to no-show
- Meet brand par levels

Solution

Utilizing historical crew movement records, member documents, contract and vacation durations, rest hour violation records in accordance with the Maritime Labor Convention (MLC), along with Employee Engagement and Crew Assist data, we successfully employed a supervised machine learning approach. Leveraging our historical dataset as labeled data, we trained our model for a classification model to predict no-shows.

*from previous use case with a cruise line customer

RELATED SOLUTIONS

Use Case Navigator: Workforce Simulation

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Disney
Vacation Club
alteryx



USE CASE:

Hiring Profile for Specific Talent

Use Case Pain Point

Hiring for specific roles poses challenges such as applicant drop-offs, incomplete application data, leading to missing information, and the occurrence of free text applications.

Benefit

Efficiently matching candidates to roles not only saves time and resources but also enhances the experience for both applicants and recruiters. It leads to better quality hires, positive company reputation, faster recruitment, and improved productivity, resulting in significant cost savings and overall success in the hiring process.

Solution

Applying reinforcement learning involves defining recruitment problems, determining actions and agents, shaping the state space, and creating a reward function. By training the model with historical recruitment data, it learns to optimize processes for metrics like ROMI, NPS, Employee Turnover Rate, and Revenue per Employee. This approach leads to decreased hiring costs, attracting top candidates, potentially boosting revenue, and improving the rate of returning individuals, thereby enhancing recruitment strategies and overall business performance.

*from previous use case with a cruise line customer



USE CASE:

Hotel Booking Forecast

Use Case Pain Point

Concerns we've heard our customers share regarding hotel bookings have resulted in a substantial expenditure of $20-50 million throughout 2022. This translates to an average cost of $180-$450 per hotel booking. One particular challenge lies in the prevalence of last-minute bookings, which adds complexity to the booking process and potentially contributes to the overall expenses incurred.

Benefit

By proactively identifying last-minute bookings, a customer saw the following results:

- Improve Hotel Costs by 5% which could be a potential savings of $1.05M
- Over 80% accuracy in hotel bookings prediction
- Increased Budget vs Actual Cost visibility

Solution

By employing a machine learning classification model, we utilized the provided dataset encompassing Crew Movements, Hotel Bookings, Hotel Rates, Sail Master, Port/Hotel information, Blocked Countries, Blackout Dates, and Job Code Vacation Days. Through predictive analysis we can anticipate forthcoming hotel bookings, enabling the company to optimize cost savings. This included mitigating hotel expenses through early reservations, enhancing the company's understanding of movements and hotel requirements, and curbing the occurrence of delayed bookings and cancellations.

alteryx Analytics Cloud Platform

AiDIN

- AI Powered Features
- Feature Engineering
- Auto Modeling
- Generative AI
- Computer Vision
- Natural Language

DESIGNER

SERVER

DESIGNER CLOUD

MACHINE LEARNING

AUTO INSIGHTS

LOCATION INTELLIGENCE

APIs & Data Connectors

Scheduling & Orchestration

Security & Governance

Collaboration & Versioning

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Generative AI example use cases in Analytics

Automatically generating personalized emails and PowerPoint presentations

Generating synthetic data for testing & training analytics models while ensuring data privacy & compliance

Generating analytic workflow documentation to streamline the reporting and auditing process.

Creating content for blogs, articles, social media posts, and marketing materials using generative AI models

Enhancing data visualization and storytelling by generating interactive and visually engaging charts and graphs.

Automating the generation of insightful data-driven recommendations and insights for decision-making.

Creating realistic and customizable mock datasets for prototyping and testing analytics pipelines.

Automating the summarization of lengthy documents and reports to extract key insights and trends.

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AiDIN

DESIGNER

- Workflow Summary **NEW**
- Open AI Connector **NEW**
- Computer Vision
- Recommended Tools
- Natural Language Processing

AUTO INSIGHTS

- Magic Documents **NEW**
- Root Cause Analysis
- Natural Language Generation
- Data Contextualization

DESIGNER CLOUD

- Data Transformation Suggestions
- Brushing
- Interactive Data Profiling

MACHINE LEARNING

- Natural Language Processing
- Auto Modeling
- Feature Engineering



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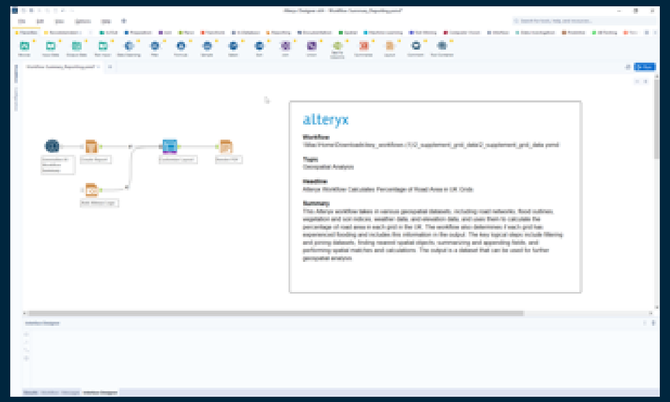
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Alteryx AiDIN GenAI Capabilities

DESIGNER

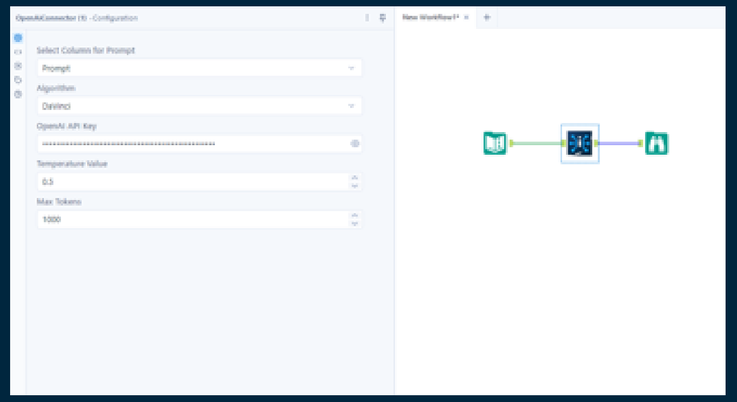
WORKFLOW SUMMARY

AI generated documentation of workflows in Designer for improved governance and auditability



OPEN AI CONNECTOR

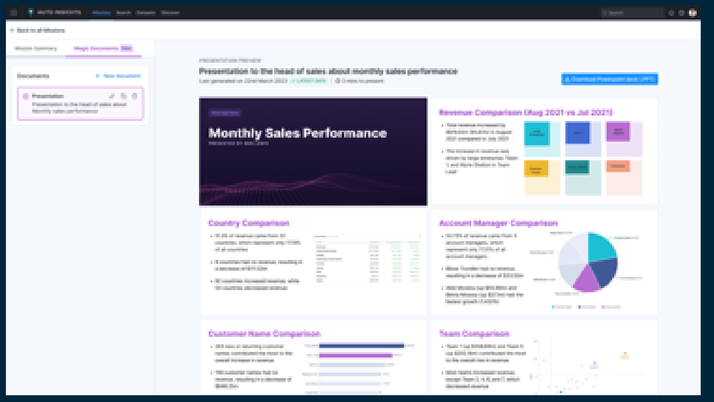
Easily use Generative AI in Alteryx Designer workflows to transform how data is communicated and shared



AUTO INSIGHTS

MAGIC DOCUMENTS

AI generated summary report in e-mail & PowerPoint for faster insight synthesis & communication



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We want Disney to be part of the Design Partner Program for Alteryx AiDIN



Why be a Design Partner?

Exclusive look into our AiDIN/**GenAI** Roadmap	Contribution to **AiDIN roadmap**	Dedicated product support
Co-marketing opportunities	Exposure to thought leaders in GenAI Space	Become an early adopter within the AYX Community

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When most people think about machine learning (ML), they assume it is beyond their reach and requires hours of coding to create complex models.

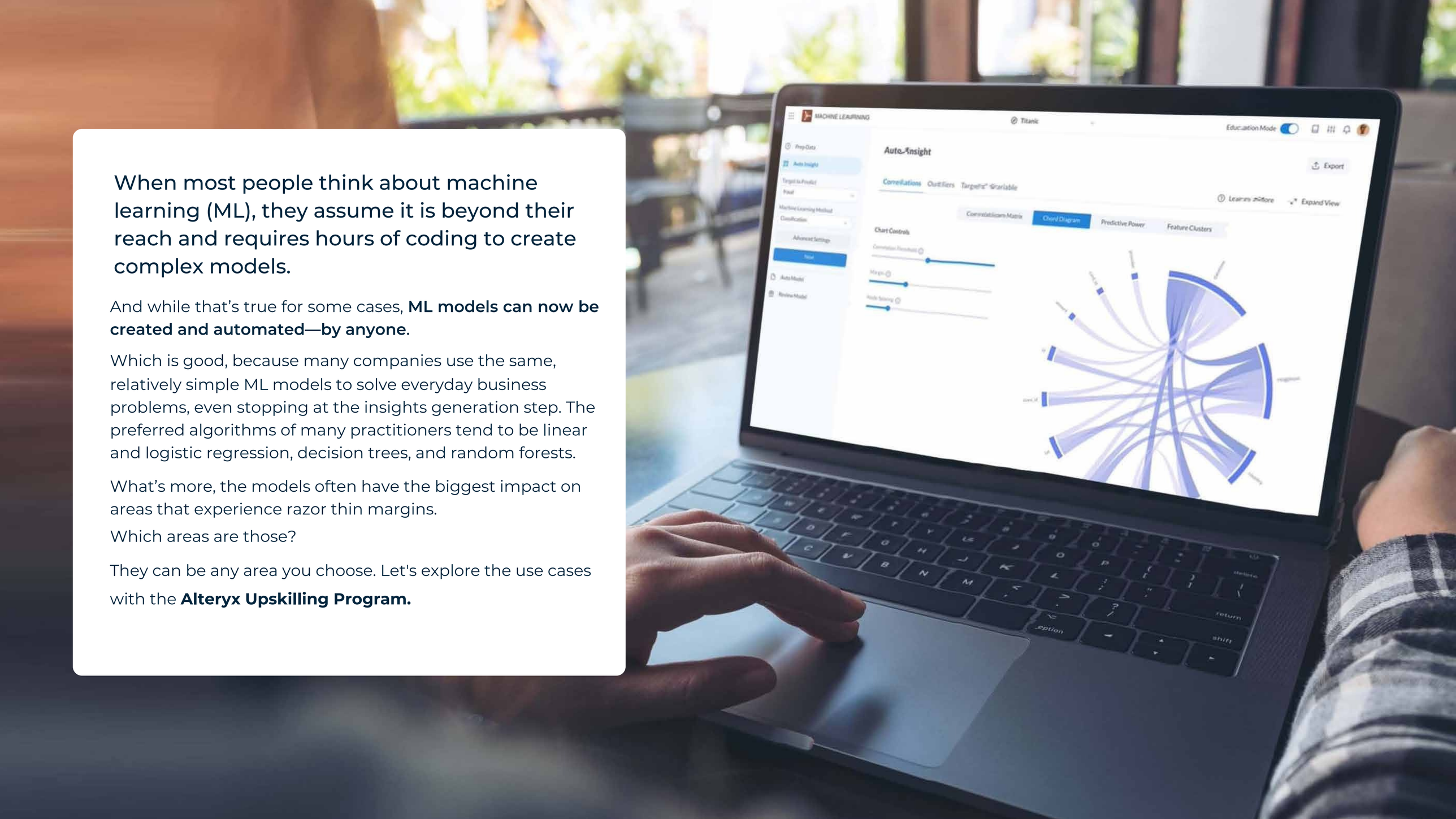
And while that's true for some cases, **ML models can now be created and automated—by anyone**.

Which is good, because many companies use the same, relatively simple ML models to solve everyday business problems, even stopping at the insights generation step. The preferred algorithms of many practitioners tend to be linear and logistic regression, decision trees, and random forests.

What's more, the models often have the biggest impact on areas that experience razor thin margins.

Which areas are those?

They can be any area you choose. Let's explore the use cases with the **Alteryx Upskilling Program.**



How does the Upskilling Program Look Like?

As an early adopter of the Cloud Platform, Alteryx made an investment in providing instructor led enablement and support. Comparable upskilling could total more than $50K*.

Week	Phase	Session Name	Modality Delivery Type	Scheduled	Duration (hours)	Content Development Timeline						
						Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
1	**Kick-Off**	**AYX Cloud Onboarding Session**	**Virtual Instructor-Led Training**	**2/10/2023 10:00 AM EST**	**1**							
	Use Case Scoping	Introduction to Machine Learning	Virtual Instructor-Led Training	2/15/2023 10:00 AM EST	2							
	Use Case Scoping	Introduction to AAI	Virtual Instructor-Led Training	2/16/2023 10:00 AM EST	1							
	Use Case Scoping	How to prepare a ML Use Case	Virtual Instructor-Led Training & Group Working Session	2/17/2023 10:00 AM EST	1							
	Use Case Scoping	Use Case Submission & Feedback	Non-real-time document sharing	N/A	N/A							
2	Data Health	ML Data Health and concepts in depth	Virtual Instructor-Led Training	2/21/2023 10:00AM EST	2							
	Data Health	AAI Data Concepts In-Depth	Virtual Instructor-Led Training	2/22/2023 10:00 AM EST	1.5							
	Data Health	Business Case and Data Health review	Virtual Instructor-Led Training & Group Working Session	2/24/2023 10:00 AM EST	1							
3	Self-paced learning	ML Interactive Lessons & Fundamentals Micro-Credential	Academy Self-Paced	2/28/2023 (Suggested Time)	N/A							
	Self-paced learning	AAI Self-Guided Lessons (Community) & Platform Exploration	Academy Self-Paced	3/1/2023 (Suggested Time)	N/A							
	Self-paced learning	Alteryx Machine Learning Fundamentals Micro-Credential Prep Guide	Academy Self-Paced	3/3/2023 (Suggested Time)	N/A							
5	Platform Learning	Building Your First Model in AML	Virtual Instructor-Led Training	3/7/2023 10:00 AM EST	2							
	Platform Learning	AAI Platform-In depth	Virtual Instructor-Led Training	3/8/2023 10:00 AM EST	2							
	Platform Learning	Using ML To Build your use case	Virtual Instructor-Led Training & Group Working Session	3/10/2023 10:00 AM EST	1.5							
6	Use Case Showcase	ML Use Case Showcase Preparation	Group Working Session	3/14/2023 10:00 AM EST	1							
	Use Case Showcase	AAI Use Case Showcase Preparation	1:1 Working Session 10 minutes per person OR 20 minutes per pair/group	3/15/2023 10:00 AM EST	2							
	Use Case Showcase	Use Case Review 2	1:1 Working Session 10 minutes per person OR 20 minutes per pair/group	3/17/2023 10:00 AM EST	2							

*The median cost of a virtual instructor-led advanced analytics course in the US is around $3.5K per OpenAI (15 x 3,500 == 52,500)